CHOOSING YOUR INSTAGRAM NAME

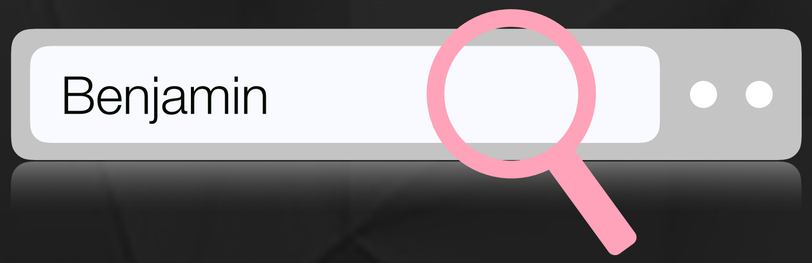
What is your **instagram name**?

Your instagram name is the name of your **Page** or **Account**.
(It is not unique to your account)

What is your instagram name **used for**?

1

SEARCHABLE:
(SEO)



2

UNDERSTANDING:
Portray who you are & understand you & your account

1

SEO

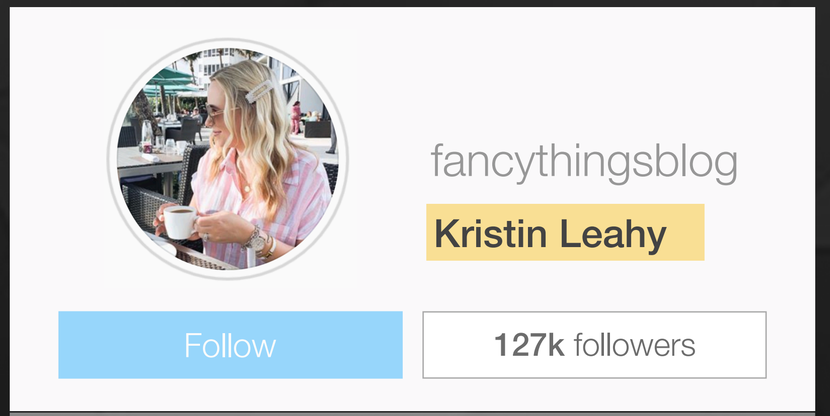
Use the **name of:**

1	2	3	4
Yourself	Brand	Theme	Purpose

1

YOUR NAME

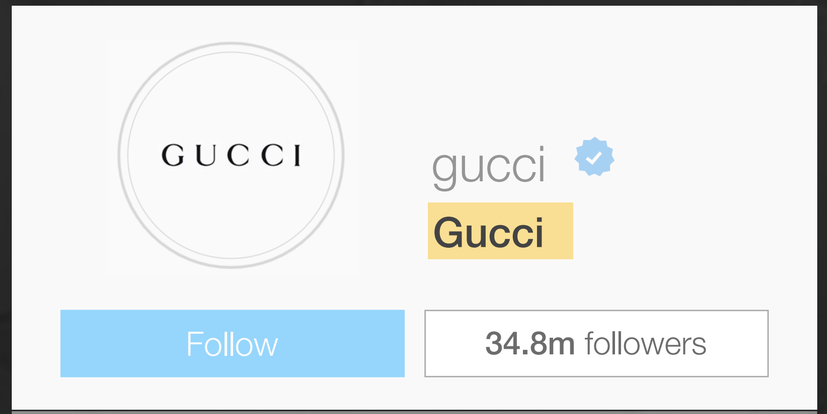
eg.
Benjamin Wilson
Lebron James



2

YOUR BRAND

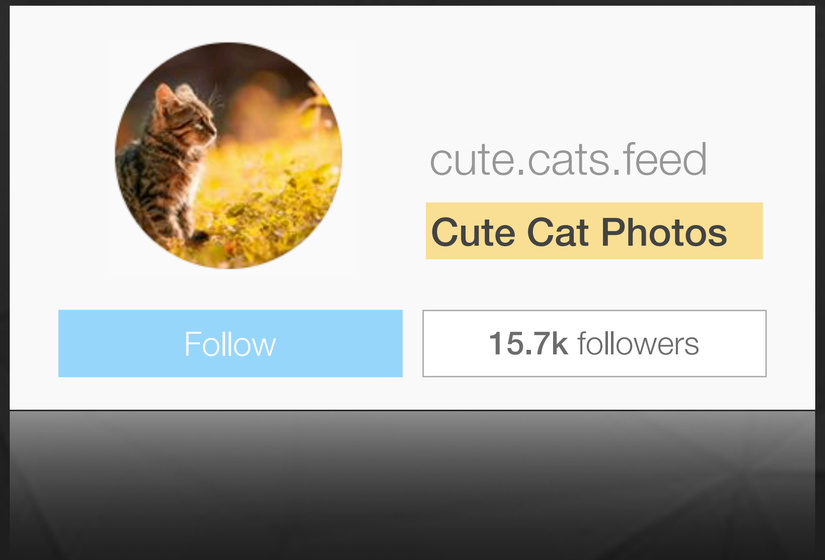
eg.
Benji Blue
Freedom Formula
Gucci



3

YOUR THEME

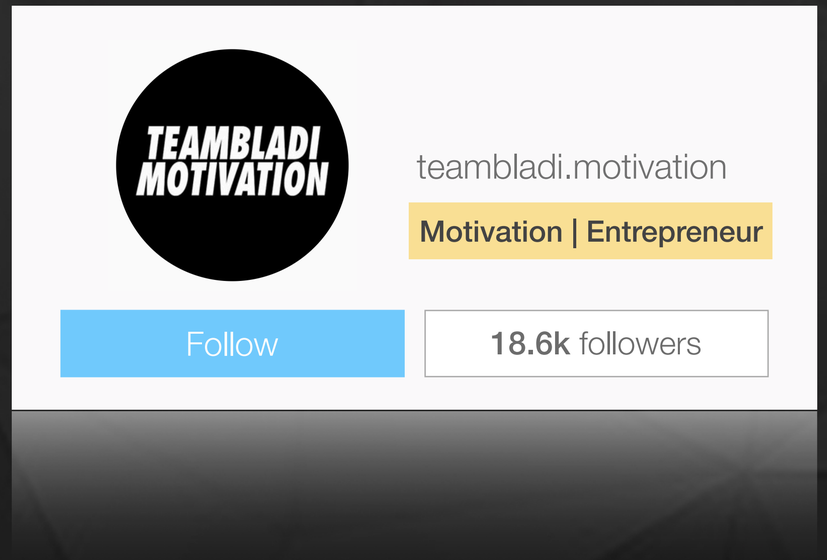
eg.
Dogs of Instagram
Fruits with Faces



4

YOUR PURPOSE

eg.
Monday Motivations



2

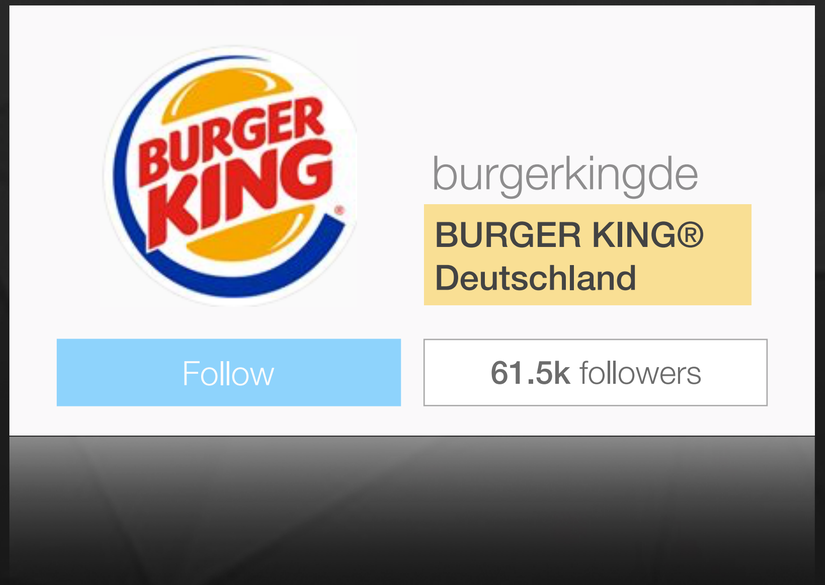
UNDERSTANDING

Use additional descriptors to help people better understand your account

A Turtle Accounting

B Turtle Pizzeria

C Turtle Education Miami



DON’T STRESS!

This can all be changed at anytime!